REMARKS

Claims 1, 3-16, and 17 are pending in the present application. Erroneously numbered

claim 18 has been presented as claim 17.

**Claim Objections** 

Claim 1 has been objected to because of some informalities.

Claim 1 has been amended, as suggested by the Examiner, to overcome this objection.

The Examiner is respectfully requested to reconsider and withdraw this objection.

Applicant also acknowledge renumbering of claim 18 to 17.

Claim Rejections- 35 U.S.C. § 103

(a) Claims 1-2, 6-8, and 13 have been rejected under 35 U.S.C. § 103(a) as being

unpatentable over Hyon (U.S. Patent Publication 2002/0077135) in view of Baker (U.S. Patent

6,546,417). This rejection is respectfully traversed.

In the Office Action, the Examiner alleges that Hyon discloses "so that said registered

image is sandwiched between two parts of said text of said predetermined kind of character in a

line of said identical sentence." More specifically, the Examiner states that display 8 in Fig. 4 of

Hyon depicts an emoticon between texts. Applicant respectfully disagrees.

The display 8 shows "<SMS MESSAGE> in the first line, a selected emoticon in the

second line, and a plurality of selectable emoticons in the third line.

The Examiner acknowledges that Hyon does not disclose or suggest:

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said text attribute data contains size attribute data indicating a character size of said text,

and

said image transforming means that scales up/down said registered image in accordance

with said size attribute

Therefore, the Examiner relies on the Baker reference and alleges that it discloses the

foregoing features.

Applicant respectfully submits, however, that, in Hyon, there is no need to change the

size of the registered image shown in display 8 of Fig. 4. Therefore, one skilled in the art would

not be motivated to combine Hyon with Baker "so that a size of said registered image matches

said character size of said text sandwiching said registered image," as recited in claim 1.

Further, even assuming that Hyon and Baker can be combined, which Applicant does not

admit, Hyon in view of Baker fails to disclose or suggest "said registered image is sandwiched

between two parts of said text of said predetermined kind of character in a line of said identical

sentence," and the feature that "a size of said registered image matches said character size of said

text sandwiching said registered image," as recited in claim 1.

Applicant notes that the foregoing features of the present invention are disclosed in

Fig. 4, step S14 and in page 10, lines 17-18 of the specification of the present application.

Claim 13, dependent on claim 1, is allowable at least for its dependency on claim 1.

Claim 6-8 are allowable at least for the similar reasons as stated in the foregoing with

regard to claim 1.

Applicant notes that claim 2 has been canceled.

The Examiner is respectfully requested to reconsider and withdraw this rejection.

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(b) Claims 3-5, 9-12, 14-16, and 17 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Hyon in view of Baker, and further in view of Ostermann et al. (U.S. Patent 6,990,452). This rejection is respectfully traversed.

Claims 3-5, 9-12, and 14, variously dependent on claim 1, are allowable at least for their dependency on claim 1.

Claim 15, dependent on claim 6, is allowable at least for its dependency on claim 1.

Claim 16, dependent on claim 7, is allowable at least for its dependency on claim 7.

Claim 18, renumbered 17 and dependent on claim 8, is allowable at least for its dependency on claim 17.

The Examiner is respectfully requested to reconsider and withdraw this rejection.

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Conclusion

Accordingly, in view of the above amendments and remarks, reconsideration of the

rejections and allowance of the pending claims in the present application are respectfully

requested.

Should there be any outstanding matters that need to be resolved in the present

application, the Examiner is respectfully requested to contact Michael R. Cammarata, Reg.

No. 39,491, at the telephone number of the undersigned below, to conduct an interview in an

effort to expedite prosecution in connection with the present application.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies

to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional

fees required under 37.C.F.R. §§ 1.16 or 1.14; particularly, extension of time fees.

Dated: July 11, 2008

Respectfully submitted,

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